



WDAF-TV

Revised ORDER

Print Date 10/04/12 Page 1 of 4

Flight Dates 10/02/12-10/08/12

Contract / Revision 571523 / Product ED MARTIN FOR MO
Original Date / Revision 10/04/12 10/04/12 Agency Com 15% Alt Order # 09804590
Billing Type Cash Order Type GENERAL
Billing Contact Billing Cycle EOM/EOC
Advertiser Martin/R/AG/MO Billing Calendar BROADCAST
Agency Smart Media Group LLC Demographic A35+
Buying Contact Rev Codes SP-POL CAN GEN
Sales Office DC-M Product Codes PL11a
Sales Region NAT Priority 3
814 King Street Advertiser Ref
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 57000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	17670
KCWE	%	0
KMBC	30%	17100
KMCI	%	0
KPXE	%	0
KSHB	19%	10830
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$9,690.00	\$11,400.00	0.00	10/01/12	10/08/12	26	\$9,690.00	\$11,400.00
Totals	26	\$9,690.00	\$11,400.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
2	4	10/03/12	10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
Start Date 10/01/12 End Date 10/07/12 Weekdays --W---				Spots/Week 1 Rate \$200.00 Rating 0.00											
3	4	10/04/12	10/04/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
Start Date 10/01/12 End Date 10/07/12 Weekdays ---T---				Spots/Week 1 Rate \$200.00 Rating 0.00											
4	4	10/05/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
Start Date 10/01/12 End Date 10/07/12 Weekdays ----F--				Spots/Week 1 Rate \$200.00 Rating 0.00											



WDAF-TV

Print Date: 10/04/12

Page 2 of 4

Contract / Revision			571523	Flight Dates 10/02/12-10/08/12			Hiatus Dates									
Original Date / Revision			10/04/12/	10/04/12			Order Sep 00:15:00									
Advertiser	Martin/R/AG/MO			Product ED MARTIN FOR MO			Estimate #	C02C08								
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	Spots	Amount
5	4	10/08/12	10/08/12	M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 9-10a																
NEWS AT 9A																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/08/12			10/14/12	M-----	1		\$200.00	0.00								
7	4	10/03/12	10/03/12	M-F 12p-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12-1p																
NOON NEWS																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	--W----	1		\$200.00	0.00								
8	4	10/04/12	10/04/12	M-F 12p-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12-1p																
NOON NEWS																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	---T---	1		\$200.00	0.00								
9	4	10/05/12	10/05/12	M-F 12p-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12-1p																
NOON NEWS																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	----F--	1		\$200.00	0.00								
10	4	10/08/12	10/08/12	M-F 12p-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12-1p																
NOON NEWS																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/08/12			10/14/12	M-----	1		\$200.00	0.00								
12	4	10/03/12	10/03/12	M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	--W----	1		\$250.00	0.00								
13	4	10/04/12	10/04/12	M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	---T---	1		\$250.00	0.00								
14	4	10/05/12	10/05/12	M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	----F--	1		\$250.00	0.00								
15	4	10/08/12	10/08/12	M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/08/12			10/14/12	M-----	1		\$250.00	0.00								
16	4	10/03/12	10/03/12	M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
M-F 6-7a																
NEWS																
Start Date			End Date	Weekdays	Spots/Week		Rate	Rating								
Week: 10/01/12			10/07/12	--W----	1		\$400.00	0.00								
17	4	10/05/12	10/05/12	M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
M-F 6-7a																
NEWS																



WDAF-TV

Print Date: 10/04/12

Page 3 of 4

<u>Contract / Revision</u>		571523	<u>Flight Dates</u> 10/02/12-10/08/12			<u>Hiatus Dates</u>										
<u>Original Date / Revision</u>		10/04/12/	10/04/12			<u>Order Sep</u> 00:15:00										
<u>Advertiser</u>	Martin/R/AG/MO		<u>Product</u> ED MARTIN FOR MO			<u>Estimate #</u>	C02C08									
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Totals								
								Spots	Rate	Pri	Rtg	Type	Spots	Amount		
17	4	10/05/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	----F--		1	\$400.00	0.00									
18	4	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/08/12		10/14/12	M-----		1	\$400.00	0.00									
20	4	10/03/12	10/03/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	--W----		1	\$375.00	0.00									
21	4	10/04/12	10/04/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	---T---		1	\$375.00	0.00									
22	4	10/05/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	----F--		1	\$375.00	0.00									
23	4	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/08/12		10/14/12	M-----		1	\$375.00	0.00									
24	4	10/06/12	10/06/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00	
NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	-----S-		1	\$300.00	0.00									
25	4	10/07/12	10/07/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS 7A SUN																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	-----S		1	\$200.00	0.00									
26	4	10/03/12	10/03/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	--W----		1	\$800.00	0.00									
27	4	10/05/12	10/05/12	M-F 9-10p 9-930P	CM-All	9-930P (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week: 10/01/12		10/07/12	----F--		1	\$800.00	0.00									
28	4	10/03/12	10/03/12	X Factor Wednesday	CM-All	7-9p (7:00 PM-8:00 PM)	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	
THE X FACTOR																



WDAF-TV

Print Date: 10/04/12

Page 4 of 4

Contract / Revision 571523 Flight Dates 10/02/12-10/08/12Hiatus DatesOriginal Date / Revision 10/04/12/ 10/04/12Order Sep 00:16:00Advertiser Martin/R/AG/MOProduct ED MARTIN FOR MOEstimate # C02C08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
28	4	10/03/12	10/03/12	X Factor Wednesday	CM-All	7-8p	--W---	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00
FOX X Factor THE X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 10/01/12	10/07/12	--W---					1	\$1,800.00	0.00				
29	4	10/04/12	10/04/12	X Factor Thursday	CM-All	7-8p	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
FOX X Factor X FACTOR RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 10/01/12	10/07/12	--T---					1	\$1,400.00	0.00				
N 30	4	10/05/12	10/05/12	M-F 9-10p	CM-All	930-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
930-10p FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 10/01/12	10/07/12	----F--					1	\$800.00	0.00				

Totals 26 \$11,400.00



WDAF-TV

Revision

ORDER

Print Date

10/04/12

Page 1 of 4

Flight Dates 10/02/12-10/08/12

<u>Contract / Revision</u>	<u>571523</u>	<u>/</u>	<u>ED MARTIN FOR MO</u>	<u>Order Sep</u>	00:15:00	
			<u>Product</u>	<u>Estimate #</u>	C02C08	
			<u>Agency Com</u>	<u>15%</u>	<u>Alt Order #</u>	09804590
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash	
			<u>Advertiser</u>	<u>Order Type</u>	GENERAL	
			<u>Martin/R/AG/MO</u>	<u>Billing Cycle</u>	EOM/EOC	
			<u>814 King Street</u>	<u>Billing Calendar</u>	BROADCAST	
			<u>Suite 400</u>	<u>Demographic</u>	A35+	
			<u>Alexandria, VA 22314</u>	<u>Rev Codes</u>	SP-POL CAN GEN	
<u>Agency</u>	<u>Smart Media Group LLC</u>		<u>Product Codes</u>	PL1la		
<u>Buying Contact</u>			<u>Sales Office</u>	DC-M		
			<u>Sales Region</u>	NAT	<u>Priority</u>	3
			<u>Agency Ref</u>	<u>Advertiser Ref</u>		
<u>814 King Street</u>						
<u>Suite 400</u>						
<u>Alexandria, VA 22314</u>						

Primary Account Executive
Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 20% Market Value 60875

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	31%	18871
KCWE	%	0
KMBC	30%	18262
KMCI	%	0
KPXE	%	0
KSHB	19%	11566
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	29	\$10,348.75	\$12,175.00	0.00	10/01/12	10/08/12	29	\$10,348.75	\$12,175.00
Totals	29	\$10,348.75	\$12,175.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg Type</u>	<u>Spots</u>	<u>Amount</u>	
2	4	10/03/12	10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 10/01/12	10/07/12	--W----		1	\$200.00		0.00						
3	4	10/04/12	10/04/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 10/01/12	10/07/12	--T--		1	\$200.00		0.00						
4	4	10/05/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
		Week: 10/01/12	10/07/12	----F--		1	\$200.00		0.00						



WDAF-TV

Print Date: 10/04/12

Page 2 of 4

Contract / Revision

571523

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision

10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C02C08



WDAF-TV

Print Date: 10/04/12

Page 3 of 4

Contract / Revision

571523

Flight Dates 10/02/12-10/08/12

Hiatus DatesOriginal Date / Revision

10/04/12 / 10/04/12

Order Sep 00:15:00Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C02C08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
17	4	10/05/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----F--		1				\$400.00		0.00				
18	4	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		M-----		1				\$400.00		0.00				
20	4	10/03/12	10/03/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		--W----		1				\$375.00		0.00				
21	4	10/04/12	10/04/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		---T---		1				\$375.00		0.00				
22	4	10/05/12	10/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----F--		1				\$375.00		0.00				
23	4	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12		10/14/12		M-----		1				\$375.00		0.00				
24	4	10/06/12	10/06/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		-----S-		1				\$300.00		0.00				
25	4	10/07/12	10/07/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
NEWS 7A SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		-----S		1				\$200.00		0.00				
26	4	10/03/12	10/03/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		--W----		1				\$800.00		0.00				
27	4	10/05/12	10/05/12	M-F 9-10p 9-930P	CM-All	9-930P (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/07/12		----F--		1				\$800.00		0.00				
28	4	10/03/12	10/03/12	X Factor Wednesday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	

THE X FACTOR



WDAF-TV

Print Date: 10/04/12

Page 4 of 4

Contract / Revision 571523 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/04/12 / 10/04/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C02C08

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals			
													Spots	Amount		
28	4	10/03/12	10/03/12	X Factor Wednesday	CM-All	7-9p	--W---	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	
FOX X Factor (7:00 PM-8:00 PM)																
THE X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12 10/07/12 --W---																
29	4	10/04/12	10/04/12	X Factor Thursday	CM-All	7-9p	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00	
FOX X Factor (7:00 PM-8:00 PM)																
X FACTOR RESULTS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12 10/07/12 ---T---																
30	4	10/05/12	10/05/12	M-F 9-10p	CM-All	930-10p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
930-10p (9:30 PM-10:00 PM)																
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12 10/07/12 ----F--																
N31	4	10/08/12	10/08/12	M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 9-10a																
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 M-----																
N32	4	10/08/12	10/08/12	M-F 12p-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 M-----																
N33	4	10/08/12	10/08/12	M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
M-F 7-9a																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 M-----																

Totals 29 \$12,175.00



WDAF-TV

REVISION
ORDER

Print Date 10/04/12 Page 1 of 4

Flight Dates 10/02/12-10/08/12

<u>Contract / Revision</u>	571523	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			<u>Agency Com</u>	<u>Estimate #</u>	C02C08
10/04/12 10/04/12			15%	<u>Alt Order #</u>	09804590
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
				<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
<u>Advertiser</u> Martin/R/AG/MO				<u>Billing Calendar</u>	BROADCAST
			814 King Street	<u>Demographic</u>	A35+
			Suite 400	<u>Rev Codes</u>	SP-POL CAN GEN
			Alexandria, VA 22314	<u>Product Codes</u>	PL11a
<u>Agency</u>	Smart Media Group LLC			<u>Priority</u>	3
<u>Buying Contact</u>				<u>Advertiser Ref</u>	
814 King Street			<u>Sales Office</u>	DC-M	
Suite 400			<u>Sales Region</u>	NAT	
Alexandria, VA 22314			<u>Agency Ref</u>		

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 20% Market Value 62125

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	31%	19258
KCWE	%	0
KMBC	30%	18637
KMCI	%	0
KPXE	%	0
KSHB	19%	11803
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	30	\$10,561.25	\$12,425.00	0.00	10/01/12	10/08/12	30	\$10,561.25	\$12,425.00
Totals	30	\$10,561.25	\$12,425.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
2	4	10/03/12	10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week: 10/01/12				10/07/12	--W---			1	\$200.00	0.00					
3	4	10/04/12	10/04/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week: 10/01/12				10/07/12	--T---			1	\$200.00	0.00					
4	4	10/05/12	10/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week: 10/01/12				10/07/12	----F--			1	\$200.00	0.00					



WDAF-TV

Print Date: 10/04/12

Page 2 of 4

<u>Contract / Revision</u>			571523	<u>Flight Dates</u> 10/02/12-10/08/12			<u>Hiatus Dates</u>								
<u>Original Date / Revision</u>			10/04/12/	<u>10/04/12</u>			<u>Order Sep</u> 00:15:00								
<u>Advertiser</u> Martin/R/AG/MO			<u>Product</u> ED MARTIN FOR MO			<u>Estimate #</u> C02C08									
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
5	4	10/08/12	10/08/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	M-----			1	\$200.00			0.00					
7	4	10/03/12	10/03/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	--W----			1	\$200.00			0.00					
8	4	10/04/12	10/04/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	---T---			1	\$200.00			0.00					
9	4	10/05/12	10/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	----F--			1	\$200.00			0.00					
10	4	10/08/12	10/08/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	M-----			1	\$200.00			0.00					
12	4	10/03/12	10/03/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	--W----			1	\$250.00			0.00					
13	4	10/04/12	10/04/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	---T---			1	\$250.00			0.00					
14	4	10/05/12	10/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	----F--			1	\$250.00			0.00					
15	4	10/08/12	10/08/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/14/12	M-----			1	\$250.00			0.00					
16	4	10/03/12	10/03/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/07/12	--W----			1	\$400.00			0.00					
17	4	10/05/12	10/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															



WDAF-TV

Print Date: 10/04/12

Page 3 of 4

Contract / Revision

571523

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision

10/04/12/ 10/04/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C02C08

THE X FACTOR



WDAE-TV

Print Date: 10/04/12

Page 4 of 4

Contract / Revision 571523 **Flight Dates** 10/02/12-10/08/12 **Hiatus Dates**

Original Date / Revision 10/04/12 / 10/04/12 Order Sep 00:15:00

Advertiser Martin/R/AG/MO **Product** ED MARTIN FOR MO **Estimate #** C02C03



WDAF-TV

REVISION
ORDER

Print Date 10/05/12 Page 1 of 4

Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	571510	/	<u>Product</u>	<u>Order Sep</u>	00:15:00
			<u>ED MARTIN FOR MO</u>	<u>Estimate #</u>	C23C29
			<u>Agency Com</u> 15%	<u>Alt Order #</u>	09804595
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
				<u>Order Type</u>	GENERAL
				<u>Billing Cycle</u>	EOM/EOC
				<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
<u>Advertiser</u>	Martin/R/AG/MO			<u>Rev Codes</u>	SP-POL CAN GEN
<u>Agency</u>	Smart Media Group LLC			<u>Product Codes</u>	PL11a
<u>Buying Contact</u>			<u>Sales Office</u> DC-M	<u>Priority</u>	3
<u>814 King Street</u>			<u>Sales Region</u> NAT	<u>Advertiser Ref</u>	
<u>Suite 400</u>			<u>Agency Ref</u>		
<u>Alexandria, VA 22314</u>					

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 20% Market Value 49125

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	31%	15228
KCWE	%	0
KMBC	30%	14737
KMCI	%	0
KPXE	%	0
KSHB	19%	9333
KSMO	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	23	\$7,140.00	\$8,400.00	0.00	10/01/12	10/28/12	23	\$7,140.00	\$8,400.00
November 2012	5	\$1,211.25	\$1,425.00	0.00	10/29/12	10/29/12	5	\$1,211.25	\$1,425.00
Totals	28	\$8,351.25	\$9,825.00	0.00					

Billing Plan

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
1	4	10/23/12	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/22/12	10/28/12	-T-----		1	\$200.00	0.00							
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/22/12	10/28/12	--W----		1	\$200.00	0.00							
3	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/22/12	10/28/12	--W----		1	\$200.00	0.00							



WDAE-TV

Print Date: 10/05/12

Page 2 of 4

Contract / Revision

571510

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/05/12/ 10/05/12

Order Sen 00:15:00

Advertiser **Martin/R/AG/MO**

Product ED MARTIN FOR MO

Estimate # C23C29



WDAF-TV

Print Date: 10/05/12

Page 3 of 4

Contract / Revision 571510 Flight Dates 10/23/12-10/29/12											Hiatus Dates						
Original Date / Revision 10/05/12 / 10/05/12				Order Sep 00:15:00													
Advertiser Martin/R/AG/MO				Product ED MARTIN FOR MO			Estimate # C23C29										
Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Amount	
13	4	10/25/12	10/25/12	M-F	4-5p		CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		---T---		1		\$250.00		0.00						
14	4	10/26/12	10/26/12	M-F	4-5p		CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		----F--		1		\$250.00		0.00						
15	4	10/29/12	10/29/12	M-F	4-5p		CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/29/12			11/04/12		M-----		1		\$250.00		0.00						
16	4	10/24/12	10/24/12	M-F	6-7a		CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		--W----		1		\$400.00		0.00						
17	4	10/26/12	10/26/12	M-F	6-7a		CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		----F--		1		\$400.00		0.00						
18	4	10/29/12	10/29/12	M-F	6-7a		CM-All	6-7a	M-----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/29/12			11/04/12		M-----		1		\$400.00		0.00						
19	4	10/23/12	10/23/12	M-F	7-9a		CM-All	7-9a	-T-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		-T-----		1		\$375.00		0.00						
20	4	10/24/12	10/24/12	M-F	7-9a		CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		--W----		1		\$375.00		0.00						
21	4	10/25/12	10/25/12	M-F	7-9a		CM-All	7-9a	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		---T---		1		\$375.00		0.00						
22	4	10/26/12	10/26/12	M-F	7-9a		CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS																	
Start Date			End Date		Weekdays		Spots/Week		Rate		Rating						
Week: 10/22/12			10/28/12		----F--		1		\$375.00		0.00						
23	4	10/29/12	10/29/12	M-F	7-9a		CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS																	



WDAF-TV

Print Date: 10/05/12

Page 4 of 4

Contract / Revision

571510

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/05/12 / 10/05/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C23C29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
23	4	10/29/12	10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM		1	\$375.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	M-----					1	\$375.00	0.00					
24	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM		1	\$300.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00	0.00					
25	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM		1	\$200.00
NEWS 7A SUN																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S					1	\$200.00	0.00					
E 26	4	10/24/12	10/24/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$800.00	3	0.00	NM		0	\$0.00
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	--W----					1	\$800.00	0.00					
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type			
1	4	10/22/12-10/28/12	M-F 9-10p		9-930p	(9:00 PM-9:30 PM)	P-----W-----	:30	(\$800.00)	0.00	NM					
Credited																
27	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM		1	\$800.00
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	----F--					1	\$800.00	0.00					
E 28	4	10/25/12	10/25/12	Thursday Prime A	CM-All	7p-8p	---T---	:30	1	\$1,400.00	3	0.00	NM		0	\$0.00
FOX Prime Thursday 7-8p																
X FACTOR RESULTS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	---T---					1	\$1,400.00	0.00					
Spot	Ch	Date Range	Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type			
1	4	10/22/12-10/28/12	Thursday Prime A		7p-8p		---Th----	:30	(\$1,400.00)	0.00	NM					
Credited																
N 29	4	10/24/12	10/24/12	World Series	CM-All	7p-CC	--W----	:30	1	\$1,900.00	3	0.00	NM		1	\$1,900.00
World Series on FOX																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	--W----					1	\$1,900.00	0.00					
N 30	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM		1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-					1	\$300.00	0.00					
Totals																
														28	\$9,825.00	